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ABSTRACT

In this annual report for 1975, an overview is provided of the activities of the Northwest Library District (NORWELD) while supported by Library Services and Construction Act funds granted by the State Library of Ohio. The programs covered are reference and interlibrary loan, media, staff development, public relations, and administration. Appendixes include: 1) a questionnaire distributed to 51 NORWELD libraries concerning reference and interlibrary loan information; 2) an evaluation questionnaire for member libraries; and 3) statistical data on interlibrary loans, film programs, and media circulation. (DS)

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NORWELD

Northwest Library District

L.S.C.A. Project #I-17-HH-73S

Second Annual Report

January 1, 1975 - December 31, 1975

Submitted by

Richard C. Pritsky

NORWELD Director

March 10, 1976

IR 003 337

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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Coverage and Distribution

This report covers the year beginning January 1, 1975, and ending December 31, 1975, and provides an overview of the activities of NORWELD while supported with Library Services and Construction Act funds granted by the State Library of Ohio through project #I-17-HH-73S.

150 copies of this report have been reproduced for distribution to the directors and board presidents of all member libraries, to all NORWELD committee members, to the State Library of Ohio, to key personnel at the Resource Library, to possible member libraries, and to the NORWELD office files.

Introduction

1975, the second year of NORWELD, saw the continued strengthening of the cooperative foundation begun in 1974. The success story that unfolds on the following pages can be viewed with pride by the participating libraries and as a source of continuing strength in the years of growth ahead: it reveals the earnest desire of all the NORWELD members to prepare for and to meet today the informational challenges and demands of tomorrow.

The programs are described according to and within the context of the Application for L.S.C.A. I Special Project Grant which was approved by the NORWELD Governing Council on September 25, 1974, and by the State Library of Ohio through the granting of funds to Project #I-17-HH-73S. The activities in 1975 have been measured against the stated objectives in the application and also against the 1974 programs as described in the 1974 Annual Report.

For additional and substantiating evaluations, by both patrons and member libraries, consult Appendices I and II of this report.

Reference Program

Objectives:

1. To provide in-depth reference service by telephone and mail.
2. To offer interlibrary loans of general reading matter on all levels, excluding current materials in popular demand.

Specifically, the 1975 project application estimated that 425 reference questions would be answered and 1700 books would be loaned per quarter, or 1700 for the former and 6800 for the latter in all of 1975.

In actuality, 2528 questions were answered completely out of 2747 asked, thus exceeding the projected figure (1700) by 828, or 48.7%. 1975 also compares very well in all respects with 1974 reference statistics:

	1974	1975	% increase: 1975 over 1974
Number of member libraries	29	34	+17.2%
Questions asked	2226	2747	+23.4%
Questions answered	1564	2528	+61.6%
% answered	70.3%	92%	+30.9%
Questions asked per library	76.8	79.4	+3.4%
Questions answered per library	53.9	74.4	+38%

Thus, even when the effect of adding 5 more libraries in 1975 is neutralized, comparing the two years indicates a continued dramatic growth in the NORWELD reference program.

In terms of interlibrary loan requests filled, 9181 loans were made in 1975, surpassing the projected 6800 by 2381 or 35%. Favorable comparisons with 1974 can again be made on an overall and per library basis:

	1974	1975	% increase: 1975 over 1974
Number of member libraries	29	34	+17.2%
I.L.L. requests filled	6607	9181	+39%
Requests filled per library	227.8	270.0	+18.5%

(See Appendices IIIa - IIIc for further statistical breakdowns.)

As was the case last year, in 1975 Nancy Swegan was appointed head of the NORWELD reference program at the resource library, Toledo-Lucas County Public Library. The direct telephone line to the NORWELD reference office in Toledo was maintained. The NORWELD Ombudsman Committee met once during the year with representatives of T-LCPL to discuss progress and problems in 1975, and prospects for 1976, including the interloan of records.

Patron and library evaluations of this aspect of NORWELD were extremely favorable. See sections on the reference program evaluations in Appendices I and II.

Media Program

Objectives: The objectives for this project were defined and restricted to fill specific needs of the NORWELD libraries:

1. To offer an expansion of library services through the utilization of non-book media by making available eighteen 16mm film programs yearly in each library.
2. To continue building a collection of Super-8 films to fill both the recreational and informational needs of the community and to provide 8mm films for library programs.
3. To establish or improve each library's media collection in whatever area or areas will best meet the needs of the community.

1. While the first media objective called for eighteen 16mm film programs, seventeen were actually booked since rental price increases made the acquisition of one more program too expensive for the 1975 budget. The number of programs was still an increase of 3 over the 1974 number of 14. Of greatest significance are the dramatic increases in 1975 over 1974 in total times films were shown and the audiences reached. The following table effectively illustrates these and other increases:

	1974	1975	% increase: 1975 over 1974
Number of member libraries	29	34	+17.2%
# of libraries using film programs	19	22 (+5 branches)	+15.8%
Film programs available	14	17	+21.4%
Times shown	70	223	+218.6%

Media (cont.)

	1974	1975	% increase: 1975 over 1974
Average times each program shown	5	13.1	+162.0%
Total audience, all showings	5188	24,732	+376.7%
Average audience per film program	370.6	1454.8	+292.6%
Average audience each showing	74.1	110.9	+49.7%
Average showings per using library	3.7	10.1	+173.0%
Average total audience per using library	273.1	1124.2	+311.6%

The largest number of showings for a single program was 25 (Willie Wonka and the Chocolate Factory); the best average attendance was at the showings of Charlotte's Web (236.5), with Dracula in second place (177.8). Appendix IVa gives a breakdown of number of showings and attendance for each program.

The statistics and percentage increases for 1975 are impressive, and reveal this program as an overwhelming success. Hopefully, the new 16mm Film Project--a separate program with a different structure and emphasis--will continue in 1976 the remarkable demonstration of this past year.

2. The Super-8 Film Circuit, which was begun in 1974 with some 300 films rotated monthly among 22 libraries over two geographical routes, had by June, 1975, expanded to 30 libraries and 6 branches rotating 1080 films, or 30 per month per library.

A revealing comparison of the growth in the Super-8 circuit program is made in the following table:

(N.B.: Since the 1974 program did not commence until July, and carried through to June of 1975, the circulation figures presented are for the third and fourth quarters of 1974 and 1975. See Appendix IVb for complete 1975 statistics.)

	1974	1975	% increase: 1975 over 1974
Number of member libraries*	29	34	+17.2%
Libraries on S-8 Circuit*	22	30 (+6 branches)	+36.4%
% libraries participating*	75.7%	88.2%	+16.5%

Media (cont.)

	1974	1975	% increase: 1975 over 1974
Total films	300	1080	+260.0%
Films per library	13.6	30	+120.6%
Total circulation	2908	6505	+123.7%
Circulation per film	9.7	6.0	-38.1%
Circulation per library	132.2	180.7	+36.7%

*Branches not included

The 36.7% increase in circulation per library, coupled with the 38.1% decrease in circulation per film--both as a result of raising the number of films per collection from 13.6 to 30--seems to indicate that a saturation point in increasing the size of the collections has been reached. As is suggested in the Patron Evaluation (see Appendix I), any significant increases in circulation could now best be achieved by better availability of projection equipment for patron loan. It remains to be seen what effect such equipment loans will have on the 1976 statistics.

3. 1975 was the first year that a media grant--$1000 per participating library--was offered as part of the NORWELD program. The grant was intended to strengthen and expand media collections through the purchase of records, cassettes, 8-track cartridges, microfilms, filmstrips, slides and art reproductions only, with no more than 15% spent for supplies to implement the use of such media. Libraries were free to purchase whatever they wished within these limitations. Appendix IVc reveals some of the materials that member libraries did purchase. Twenty-seven libraries purchased 2023 records, seventeen acquired 675 cassettes and 8-tracks, fourteen added 160 filmstrips, and 10 purchased 126 works of art and 199 reels of microfilm. The intention of the media grant was well served.

Staff Development Program

Objectives:

1. To acquaint librarians with new programs and services for children and young adults.
2. To acquaint librarians with the techniques of selection, purchasing and processing of media materials.
3. To provide an introduction to the basic reference skills needed..., and to increase awareness of the resources available through NORWELD reference at the Toledo-Lucas County Public Library.
4. To assist library directors with the development of public relations programs...

A total of 193 librarians attended the four workshops held in 1975. Specifically,

1. Fifty-six librarians from 25 libraries attended the workshop on "Programs for Children and Young Adults," held at the Huron Public Library on May 29 and the Normal Memorial Library (Fayette) on May 30. The program included a speaker from O.L.A.'s Division for Children and Young Teens: Sarah Long, the State Library's Consultant: Trudi Kesckes for the Round Robins Group: and a panel of NORWELD librarians.
2. Sixty-one librarians from 34 libraries came to the "Media Collection Development Grant Workshop" at the Rossford Public Library on January 30 and 31. The program covered grant procedures, selection and purchasing sources, and a panel discussion by NORWELD librarians on the processing, use, successes and problems of various types of media.
3. Fifty-three librarians from 24 libraries were introduced to the NORWELD Reference Service on March 20 and 21. Nancy Swegan and Betty Smith explained policies, procedures and resources available from Toledo-Lucas County Public Library. Half of the workshop was devoted to very basic reference work.
4. The Public Relations Workshop held on December 17 at Way Public Library (Perrysburg) attracted 23 administrators and staff from 16 libraries. The program was spearheaded by Jim Richards, Director of Communications for the Catholic Diocese of Toledo, with assistance from Mike O'Connor of Cablevision, Inc., and Dave Carr, manager of WFOB radio.

Public Relations Program

Objectives:

1. To provide public relations materials for the NORWELD public libraries.
2. To develop a finished media demonstration that would remain with each library to be used to publicize and promote the library to its community.
3. To promote cooperation among member libraries by increasing awareness of the special collections and services existing in each NORWELD library.
4. To publicize library services by means of display presentations to be used at county fairs and local functions.

1. As funds were available, bookmarks, posters, and press releases were distributed to member libraries. 12,000 NORWELD bookbags were purchased, of which 10,510 were distributed to libraries at the rate of one bag for each dollar of their original cash

contribution to the project: the remaining bags were made available to interested libraries at the cost price of 11¢ each. "You Can Find It At the Library" T-shirts were ordered and placed on sale at cost to interested parties.

2. Complete statistics on the preparation of media demonstrations were unavailable. However, in the 4th quarter, 3 libraries had approximately 400 slides processed at NORWELD's expense.

3. A Directory of Member Libraries was published in December, and included information as to each library's address, phone number, branches, hours, holidays, book collection and other statistics. The NORWELDer newsletter was published 8 times during the year.

4. A NORWELD display board was prepared and used on at least four occasions.

Administrative Program

Objective: To maintain for the project director and office staff an operational base from which to serve the needs of the project.

The NORWELD office was located in 1975 at the Wood County District Public Library, 251 North Main Street, Bowling Green, Ohio 43402. An automatic telephone answering system was purchased to record messages when NORWELD staff were not available.

A complete change in NORWELD personnel occurred at different times during the year. Bonnie Weller, secretary during 1974, left for other employment as of May, 1975, and was replaced by Bonnie Ross, the present secretary and assistant.

With the departure of Judy Hastings, NORWELD's first director, projected for September 24, 1975, a search committee appointed by the Advisory Committee interviewed applicants for the position during July. Richard Pritsky was recommended by the Search Committee, was approved by the Advisory Committee and the Board of the Administering Library, and began his duties on September 15.

During this year the director attended more than 40 meetings, including NORWELD committee meetings. The following list describes some of the meetings attended:

4 Multi-County Project Director's meetings
11 Workshop sessions--both NORWELD and otherwise
2 NORWELD Governing Council meetings
5 NORWELD Advisory Committee meetings
15 NORWELD sub-committee meetings
M.F.L.A. in Detroit
O.L.A. Regional Meeting, Bowling Green

In addition, visits to all member libraries and their branches were made during the year.

Membership in NORWELD for 1975 was 34, an increase of 5 over 1974's 29 member libraries. Full membership for 1976 is projected to remain at 34, but with the addition next year of two associate membership classes, it is expected that Toledo-Lucas County Public Library will receive contributing membership status and that a number of other-than-public library organizations will become a part of NORWELD.

Of the 34 member libraries, 24 were represented on one or more of the NORWELD committees. A total of 36 different librarians trustees, and staff members contributed their time and ideas to NORWELD as committee members.

During the second quarter of 1975, NORWELD was awarded a supplemental grant to establish a 16mm film collection. This project is scheduled to run through December, 1976.

APPENDIX I

1975 NORWELD Patron Questionnaires

I. Returns

980 forms were distributed to the 34 NORWELD libraries and their 17 branches. 438 forms were returned from 24 libraries and 3 branches. Patron return rate was thus 45%; library and branch return rate was 53%. An average of slightly more than 16 forms were returned per library returning patron forms. The following list identifies those libraries that returned patron questionnaires, followed by the number of questionnaires returned:

Bellevue P.L. - 19
Clyde P.L. - 19
Defiance P.L. - 20
Delta P.L. - 20
Findlay-Hancock Co. P.L. - 12
Genoa Branch, Harris-Elmore P.L. - 15
Hamler Branch, Patrick Henry School Dist. P.L. - 14
Johnson M.L., branch Defiance P.L. - 6
Huron P.L. - 21
Ida Rupp P.L., Port Clinton - 20
Liberty Center P.L. - 14
L. Association of Sandusky - 21
McComb P.L. - 5
McLaughlin M.L., Archbold - 17
Metamora P.L. - 8
Milan-Berlin Twp. P.L. - 21
Normal M.L., Fayette - 3
Norwalk P.L. - 20
Oak Harbor P.L. - 19
Patrick Henry S.D.P.L., Deshler - 16
Rossford P.L. - 29
Swanton P.L. - 20
Wauseon P.L. - 17
Way P.L., Perrysburg - 21
Weston P.L. - 20
Willard M.L. - 2
Wood Co. Dist. P.L. - 19

II. Responses

In general, this questionnaire was not a success. Many of the questions were probably unclear to the patron or assumed a knowledge of library services, procedure, and jargon not normally found among the general public. The following summaries hopefully salvage some valid information:

A. Reference and Interlibrary Loan - 437 of 438 returned forms answered the question, "Have you ever used this service?" 205 said yes, 232 no; or 46.9% of those patrons questioned have used the reference or I.L.L. service at least once. Generally, these

patrons made highly favorable comments regarding their experience with the service; they felt it to be prompt, efficient, and very good to excellent.

The second part of this section asked patrons to define the type of service received--whether interlibrary loans, reference answers, or photocopy material. The results here cannot be valid, since the terms were not defined so that patrons could give useable answers.

The third part of this section asked patrons who had not used this service to tell us why they had not. Two sample answers were cited to guide them in their responses. Of 232 possible responses, 198 used one or the other sample answer; the other 34 gave either no comment or varying isolated responses. Of the 198 answers, 93 said they did not know the service existed, while 105 said they never had a need to use it.

Assuming for the moment that those patrons who did not know of the service, would have used it, had they known, then the following startling numbers emerge: of 437 responses, 298 patrons either used or would have used the service, while 139 never needed it or had no comment to make--a 68% potential user group out of the total patron population, assuming the sample accurately reflects the total active patron population. Interpreted another way, those 93 who did not know of the service represent a potential use increase over the 205 users of more than 45%. Perhaps a little more active publicity of the reference and I.L.L. service will produce a significant increase in use--the information "market" has not yet reached its saturation point.

B. Super-8 Circuit - 410 patrons responded to these questions. 63, or 15.4%, indicated they had borrowed the Super-8 films, while 347, or 84.6%, had not. Those patrons who had borrowed films were enthusiastic in their praise of the service.

Of those patrons not borrowing films, 61, or 17.6%, indicated they had not because they had no equipment with which to show them. This statistic could indicate that if all libraries could loan out or rent Super-8 projectors, use of the circuit could increase as much as 96.8%; in other words, film use might double--a good argument for purchasing an extra projector or two, to loan or rent to patrons. Again, it appears we have yet to saturate the "market" in this area of library service.

The other question in this section asked, "If your library did not receive Super-8 films in 1975, would you like it to next year?" This question was a poor one since only 3 libraries returning questionnaires are not in the circuit, while 161 of the 191 responses came from patrons whose libraries do participate. Of the responses from non-participating libraries, 22 (73.3%) said they would like their local library to have Super-8 films in 1976,

with 8 (26.7%) saying NO. This result seems to indicate that those libraries not in the 1975 circuit, should seriously consider joining in 1976.

Of the 161 responses from patrons of participating libraries, 142 (88.2%) answered yes to 1976 participation, while 19 (11.8%) said NO. This result might indicate patron agreement with the library's decision to join the circuit in 1975.

C. 16mm Feature Film Programs - 381 patrons responded to the questions in this section. 102 (26.8%) answered that they or a member of their family had attended at least one of the programs. All felt the programs were excellent, while a few mentioned the need for more adult oriented films.

Of the 279 (73.2%) who had not attended any film programs, many said that either they had not heard about the programs, they were not interested, or had no children (?). These responses might indicate better program attendance could be achieved through better advance publicity--the "market", again, is not yet saturated.

31 indicated that they would like their library to have film programs in 1976; 9 said NO.

D. Awareness of NORWELD as a Whole - To the question, "Did you know that a project such as NORWELD existed?", 417 responses were received. 187 (44.8%) answered YES, and 230 (55.2%) answered NO.

General comments received were favorable to NORWELD and its services. Some suggested more publicity for the project, while others mentioned they had noticed the name in newspaper articles. Still others expressed the hope that NORWELD and their library's participation in the project would be continued.

PATRON QUESTIONNAIRE (cont.)

NORWELD
Northwest Library District
c/o Wood County District Public Library
P. O. Box 828
Bowling Green, Ohio 43402
(419) 353-5721

PATRON
QUESTIONNAIRE
1975

27 libraries (including 3 branches) returned 438 patron forms out of 980 forms sent out to 34 libraries and 17 branches. 44.7% patron response rate. 53% library rate in returning patron forms.

Dear Library Patron:

Your public library is a member of NORWELD, a federally funded cooperative project involving 34 libraries in 11 counties of Northwestern Ohio. So that we may know your opinion of our programs, and thus serve you better in the future, please answer the following questions and return this form to the desk. Many thanks for your help!

I. Through our Reference & Interlibrary Loan network, your library can borrow books for you from other libraries, receive copies of magazine articles, and get answers to specific questions from specialists.

A. Have you ever used this service? 205 YES 232 NO

B. If YES, have you received: 159 interlibrary loans; 51 answers to reference questions; 49 photocopy materials? Please tell us what you thought about the service you received: Generally, patrons felt the service to be prompt, efficient and very good.

C. If NO, could you tell us why you did not use the service? (e.g. did not know it existed, never needed to use it, etc.) Did not know it existed - 93
Never needed to use - 105; no comment or other - 34

II. Each month, libraries joining our Super 8 Circuit receive a new group of films to loan to patrons. Have you ever borrowed any of these films from your library?
63 YES. Please comment on the service:

347 NO, because: 61 - no projector available. Most of the rest who commented stated they had no need or use.
If your library did not receive Super 8 films in 1975, would you like it to next year? 164 YES 27 NO

(PLEASE ANSWER QUESTIONS ON OTHER SIDE, ALSO)

III. Special 16mm Film Programs (Flipper, Tom Thumb, Willy Wonka & the Chocolate Factory, etc.) were available to your library throughout 1975. Did you or anyone in your family attend any of these programs?

102 YES. Please comment on the program:

Excellent programs. A few said they wanted more adult oriented films.

279 NO, because: Hadn't heard about them; weren't interested; had no children

If your library did not have film programs, would you like it to in 1976?

31 YES 9 NO.

IV. Before you started answering these questions, did you know that a project such as NORWELD existed? 187 YES 230 NO

Comments:

Generally favorable

V. Please use the space below for any further comments or criticisms you may have with regard to NORWELD in general or any of its specific services:

Again, many thanks for your help. We wish you a pleasant holiday season.

APPENDIX II

1975 NORWELD Evaluation Questionnaire

For Member Libraries

I. Returns

Of 51 questionnaires distributed (to 34 libraries and 17 branches), 28 were returned (26 libraries, 2 branches). The return rate was thus 55%. Excluding branches, 26 out of 34 libraries returned forms, for a 76.5% return rate.

II. Responses

The form was divided into eight parts, although part VII, asking preferences in serving on 1976 committees, has no bearing on the evaluation and will be ignored in the following summary and comments.

Of the seven remaining parts, the first asked for an overall evaluation of NORWELD, the second through sixth asked the librarians to evaluate the five specific programs in the NORWELD project, and part VIII solicited any final comments.

For complete tallies of the responses to various questions, consult the filled-in questionnaire following this report. The summary and comments below attempt only to point out what seem to be significant trends in the answers and evaluations.

Since some libraries gave more than one response to some questions or omitted responses to others, totals may be more or less than 28 for any given question.

A. NORWELD In General - This section attempted to elicit four responses, as follows:

1. Was it worthwhile to join NORWELD in 1975? The response was unanimously "YES." The favorable and unanimous reaction is reinforced by the fact that all 34 libraries participating in 1975 have renewed their membership for 1976.

2. Strongest aspect of NORWELD. That 18 of 28 possible picked the reference and interlibrary loan program for top honors was not surprising. To many members, this program is the meat of NORWELD: without it, you can be sure that the number of libraries in--and, indeed, the very strength of--NORWELD would diminish tremendously.

   It was, however, gratifying to see various aspects of the media program receive a total of 12 votes, obviously in some instances sharing top honors with reference and interlibrary loan, since totaling both votes brings more than 28 responses. It is a bit surprising and illuminating to find that only 5 (or 6, if the one vote for

the total media program is counted) singled out the media grant as the strongest aspect. Monetary "gifts", it seems, do not alone encourage NORWELD libraries to participate.

Three responses, looking at NORWELD as a whole, cited organization, innovative ideas, and growing cooperation as its strengths.

3. Weakest aspect of NORWELD. Only 14 responses were given to this question. Whereas, in talking about strengths, most responses picked out a particular program, when asked about weaknesses, most answers looked to NORWELD as a whole: only 4 out of 14 cited a particular program as a weakness, those four being public relations, Super-8 film circuit, 16mm film program, and workshops. Of the remaining 10 responses, 5 pointed to the large geographic area covered by NORWELD as its greatest weakness. The communication problem mentioned by 3, when linked with the distance weakness, effectively demonstrates that some of our 1976 efforts must be directed to overcoming the isolation many of our libraries still feel despite the initial attempts by NORWELD to bring all area libraries into closer and more meaningful contact.

4. General comments. While only 2 comments were made, both of them tend to demonstrate that in some small way NORWELD has begun to bridge distances and communicate. Being "happy to be part of the group" presupposes some unity somewhere, and when someone "cannot imagine operating without NORWELD," it means the project has succeeded in tearing down a few walls or has opened a few eyes to what is possible—and, indeed, necessary—to provide quality library service to meet the demands of today and tomorrow.

B. Reference and Interlibrary Loan - The 49 responses received for this section grouped themselves into ten distinct types of answers. 23 responses out of the possible 28 expressed an overall feeling towards the reference and interlibrary loan service with such more-or-less equally positive adjectives as good, great, excellent, etc. Of the other 9 categories of response only one comes close to expressing an overall feeling towards the service which might be generally considered as negative: that the service was of variable quality. Only one questionnaire contained this general quasi-negative evaluation.

This is not to imply that no criticism, as well as praise, of a more specific nature was not recorded in the evaluations: Counterbalancing 7 who found service to be prompt or fast were 2 who noted that at times some things were slow in coming and 4 who occasionally experienced no response to a request. When handling 9181 interlibrary loans

and 2747 reference questions in one year for 34 libraries and their 17 branches, any system is bound to experience a few problems.

In general, then, while the Ombudsman Committee will in 1976 be reviewing ways to eliminate problems that do occur, the overall response of NORWELD libraries to their reference and interlibrary loan service in 1975 is a resounding vote of confidence with which all persons involved in the service can be well pleased.

C. Media Program - This program, second most highly rated in Part I, consists of the following three sub-programs:

1. 16mm Film Programs. Of 17 out of 28 who commented on their use of the 16mm feature films rented by NORWELD, 11 said they had used at least one. Projection of this use rate--64.7%-- onto the total 34 member libraries yields 22 user libraries. Actual library use statistics --if branches are grouped under their head library--yield 22 libraries as having used at least one program. It thus appears that the comments by the 17 respondees to the questions on the film programs accurately reflect the feelings of all NORWELD libraries. The criticism, then, by 2 who felt that there was not enough publicity on the film showings, translates into 4 user libraries experiencing this problem (which, by the way, can be interpreted as both a fault of the NORWELD office and the user library). Similarly 2 of the respondees, or 4 actual users, experienced problems with the scheduling of showings (a fault, for the most part, of the NORWELD office).

   Significantly, the 12 remaining comments were extremely positive. Indeed, when asked if they would participate in 1976 (a moot question, since the program for 1976 is radically different), 9 responded "yes", 1 "maybe", and 1 "no." In general, then, the 16mm program, as constituted in 1975, will be sorely missed in 1976. It is hoped the program in its 1976 format will eventually win the same level of confidence as that expressed here.

2. Super-8 Film Circuit. 19 of 28 libraries responded to questions on this program, thus representing 67.9% of the total sample. Since this percentage is within 3% of the actual NORWELD user total of 36 libraries and branches out of 51 possible (70.6%), the comments given here may be taken to represent fairly accurately the feelings of all libraries and branches on the Super-8 circuit.

   14 of the 19 (73.7%) found patron use of the films to be frequent or increasing. The remaining 5 (26.3%) saw only some or sparse use. Translation to the actual user total yields

approximately 27 libraries and branches in the former category, leaving 9 in the latter. Actual use statistics for the third and fourth quarters of 1975 do show 24 to 27 libraries with circulation averaging at least 20 per month.

As is obvious with this program, no one kind of service can fulfill the needs of every patron or every library. Indeed, for 1/4 to 1/3 of those libraries experimenting with the super-8 circuit, this program may not have proved successful. They have had at least a chance with NORWELD assistance to obtain actual results, rather than committing local resources to a speculative success or failure. And there are still five months to go in 1976 before any definite conclusions can be drawn.

For 2/3 to 3/4 of the participants, however, the program at this point appears successful. With NORWELD assistance, an experiment in making new materials available has proven that patrons do appreciate this expansion of library resources. 16 comments received on the films (much appreciated, valuable, pleased) support this conclusion, along with the circulation statistics. Some local resources can now be committed to such materials with reasonably good assurance that patron response will justify the outlay of funds.

3. $1000 Media Grant. Of 22 responses received to this program, only one can be considered negative (a lot of extra bookwork involved). While the other 21 were extremely positive, 7 in particular spoke to the specific objectives of the media grants: 3 stated the grant opened a whole new area of service in their libraries, and 4 confirmed that it broadened the range of their services to patrons. In general, the grants were an unqualified success from the perspectives of the participating libraries.

D. Staff Development Program - The value of the responses to questions on the workshops is doubtful, since only 20 respondees specifically mentioned attending the Media Workshop, whereas representatives of all member libraries did attend and thus 26 (excluding the 2 branches) libraries should have responded affirmatively. This writer also felt missing from the responses something undefinable which would make them more accessible to tabulation and to use as a basis for improvement of the staff development program in the future. This "lack" may very well have been caused more by the questions asked than the way they were answered.

The largest category of response to each of the workshops was that of "useful". However, how specifically they were useful to each library was not readily apparent in all answers.

One general suggestion received—that more sophistication of the workshops is needed—will be taken into consideration in planning the 1976 program.

E. Public Relations Program - Reactions to the various aspects of the 1975 P.R. program were scattered. Only 4 rated the overall quality of posters, bookmarks, press releases, and bookbags as good. 23 made generally favorable comments on the bookbags. All that 4 could say on the bookmarks was that they used them. Press releases were rated fair by 2, posters as useless and poor by 1. This aspect of NORWELD is probably the weakest, and most difficult to sustain under present conditions.

Of 24 responses on the Local History Slide/Tape Presentation opportunity, 16 have not even used it yet. No clear evaluative comments were elicited.

The most numerous and favorable responses were received concerning the NORWELDer newsletter. 22 of 23 said they read it, with 35 comments of useful, informative, good, enjoy, and essential. With the newsletter, at least, we must be doing something right.

The Multi-Media Library Presentations for County Fairs were obviously not used enough to provide a general evaluation by a sizeable group of libraries. The Directory of NORWELD Libraries had not been published by the time the questionnaires were distributed and returned.

F. Administrative Program - 11 positive comments on the administration of NORWELD were received. Two practical suggestions—that a better distinction between the NORWELD office and the administering agent is needed, and that the Advisory Committee needs to be stronger—will be of major emphasis in 1976.

F. Final Comments - Some ten individual comments were received from librarians. Aside from a couple of suggestions of meetings and visits, the comments were directed toward the project as a whole and were extremely positive. It remains to be seen, however, whether or not this committment to the NORWELD programs will hold through the financial crises ahead after 1976.

III. In Conclusion

Not being an experienced or professional analyzer of evaluation forms, this writer cannot claim—and did not attempt to provide—the definitive interpretation or synthesis of the responses made. Rather, the preceding pages reveal some of the reactions—naive, though they may be—of the NORWELD office to the responses elicited from the various questionnaires, and provide a basis, be it positive or negative, for the reader's interpretation of the raw data provided; this writer's views may help the reader focus in on some other interpretation to be drawn from the results, be it in support of or reaction against the above pages. All comments and criticism will be accepted at the NORWELD office.

28 responses received out of 51 forms sent to 34 libraries and 17 branches

NORWELD - 1975

EVALUATION QUESTIONNAIRE FOR MEMBER LIBRARIES

(Please complete and return to the NORWELD office no later than December 5, 1975.)

Library						
	Archbold	Findlay	Lib. Cntr.	N. Balt.	Sandusky	Weston
	Bellevue	Genoa	McComb	Norwalk	Swanton	Willard
	Clyde	Huron	Metamora	Oak Harbor	Vermil.	Wood Co.
	Defiance	Ida Rupp	Milan	Pat. Henry	Wauseon	
	Delta	Johnson	Normal	Rossford	Way	

I. NORWELD in general: Was it worthwhile to join in 1975? What are the strongest and weakest aspects of NORWELD, its good points and problems? What other general comments or criticism of NORWELD do you wish to make?

Worthwhile? - All said YES.

STRONGEST ASPECTS - Ref. & I.L.L. (18): 16mm films (5): media grants (5) workshops (3): organized w/ innovative ideas (2): growing cooperation (1): 8mm films (1): all media (

WEAKEST ASPECTS - Distances make it difficult to know all members (5): communication (3): P.R. (1): 8mm films (1): funding uncertainty (1): 16mm films (1): workshops (1): cannot foster real cooperation (1)

GENERAL COMMENTS - Happy to be a part of the group. Cannot imagine operating w/out NORWELD.

II. Reference and Interlibrary Loans: Please comment on this program and the service you received.

Prompt, fast service (7)
Used extensively (4)
Very helpful personnel (2)
Courteous treatment (3)
No complaints (1)
Positive adjectives (good great, etc.) (23)
Once in a while, no response (4)
Loan period sometimes too brief (2)
Some things slow in coming (2)
Variable quality of service (1)

III. Media Program: Please note your library's use of and reaction to each aspect of this program. If you did not participate in a particular program, please list reasons. Will you participate in 1976?

A. 16mm Film Programs - Didn't use (6): seldom used (3): frequently used (8): greatly appreciated (5): well attended & received (7): not enough publicity (2): schedule times not always adequate (2). 1976? Yes-9, No-1, Maybe-1.

B. Super 8 Film Circuit - Sparse use (2): some use (3): use increasing (4): used frequently (10): much appreciated (8): valuable (2): so-so (2): pleased (6): some disappointed no reg. 8mm (1): more films was improvement (1): doubt value (1). 1976? Yes-7, No-1.

C. $1000 Media Grants - Great (11): opened whole new area (3): broadened services (4): valuable (3): A lot of extra bookwork involved (1).

IV. Staff Development Program: Which workshops (Children, Media, Reference) did you or a member of your staff attend? Did they help you in serving your patrons? What specific local programs or services do you consider to have developed directly from participation in the workshops? If you did not attend a workshop, why not?

IV. Staff Development Program (cont.)

Children's Workshop - 16 attended. Useful (7): excellent (2): no benefit (1), stimulating (2).
Media Workshop - 20 attended. Useful (9): helped most (1): no benefit (1): helpful (2).
Reference Workshop - 13 attended. Useful (7): good (2): no benefit (1): excellent (3)

More sophistication of workshops needed (1)

V. Public Relations Program: Please comment on your library's use or non-use of the following aspects of the PR program. If you used them, what comments, criticisms, and recommendations do you wish to make with respect to each one: if you did not use them, why not?

Public Relations Materials (including bookbags) - Bkbags useful (3): use bkbags (16): patrons appreciate bkbags (4): use bkmarks (4): have not used PR (2): good (4): so what (1): posters useless, poor (1): press releases fair (2).

Local History Slide/Tape Presentations - Haven't done (16): in process (4): still using it (4).

NORWELDer Newsletter - Read it (22): never read it (1): good (6): informative (10): useful (13): enjoy (3): essential (3).

Multi-Media Library Presentations for County Fairs - O.K. (4): not used (18).

Directory of NORWELD Libraries - Not used (2): where is it (8): good idea (6).

VI. Administrative Program: Comments, criticism or recommendations with regard to the Project Director, NORWELD office, Advisory Committee, Administering Library?

Better distinction between NORWELD office & Administering Agent needed (1): all are helpful, pleasant (6): exceptionally fine (4): efficient (1): communications are efficient (1): poor scheduling of 16mm films (1): Advisory committee needs to be stronger (1): Director should visit each library for two hours (1)

VII. On which committees do you and/or members of your staff wish to serve in 1976:

_____Advisory Committee (at least 4 evening meetings)
_____Goals & Directions (at least 3 day or evening meetings)
_____Ombudsman (at least 2 daytime meetings)
_____Public Relations (at least 2 daytime meetings)
_____Super 8 Film Circuit(at least 2 daytime meetings)
_____Workshops (at least 2 daytime meetings)

VIII. Any final comments?

Worthwhile programs, well administered: Don't stop the program: Certainly hope NORWELD project will continue: Hope for visit from director: Happy to be a part, hope it continues: Increases awareness of interlibrary cooperation: Wonder what we did without NORWELD: Decentralization of functions good & may result in increased participation: Fine work, good services, worth it all, highly spoken: A meeting of small librarians needed along with top librarians to discuss common problems.

APPENDIX IIIa

1975 NORWELD INTERLIBRARY REQUESTS FILLED

LIBRARY	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1975 Total
Archbold-McLaughlin	50	57	44	38	189
Bellevue	43	54	41	49	187
Bloomville-Bliss	9	3	4	12	28
Bowling Green-Wood	160	155	127	126	568
Clyde	165	149	183	209	706
Defiance	168	142	132	145	587
Delta	60	75	35	64	234
Deshler-Patrick Henry	42	51	42	64	199
Elmore-Harris-Elmore	109	116	79	79	383
Fayette-Normal	30	19	27	35	111
Findlay-Hancock	43	53	67	22	185
Fostoria-Kaubisch	48	32	39	60	179
Fremont-Birchard	61	57	63	60	241
Huron	41	33	33	30	137
Liberty Center	24	11	36	20	91
McComb	52	37	39	20	148
Metamora	75	42	28	87	232
Milan	31	18	20	37	106
North Baltimore	19	16	23	44	102
Norwalk	73	112	105	119	409
Oak Harbor	120	95	97	95	407
Paulding	122	97	85	106	410
Pemberville	103	118	91	106	418
Perrysburg-Way	165	148	117	120	550
Port Clinton-Ida Rupp	45	30	57	85	217
Rossford	87	94	64	146	391
Sandusky	84	49	125	107	365
Swanton	36	39	40	43	158
Tiffin-Seneca	52	57	51	58	218
Vermilion	2	11	7	6	26
Wauseon	222	129	154	164	669
Wayne	18	14	15	8	55
Weston	29	27	15	47	118
Willard	18	50	46	43	157
TOTAL	2406	2190	2131	2454	9181

APPENDIX IIIb

1975 NORWELD REFERENCE AND PHOTOCOPY REQUESTS

LIBRARY	Reference Questions	Photocopy Requests	Pages of Photocopy
Archbold-McLaughlin	34	134	559
Bellevue	36	12	42
Bloomville-Bliss	32	2	8
Bowling Green-Wood	125	38	180
Clyde	177	21	98
Defiance	214	42	180
Delta	71	10	27
Deshler-Patrick Henry	56	51	179
Elmore-Harris-Elmore	118	5	29
Fayette-Normal	27	1	3
Findlay-Hancock	162	59	203
Fostoria-Kaubisch	94	35	201
Fremont-Birchard	21	11	74
Huron	56	2	3
Liberty Center	39	1	1
McComb	55	2	5
Metamora	70	1	5
Milan	36	8	41
North Baltimore	26	39	140
Norwalk	54	9	30
Oak Harbor	112	19	72
Paulding	85	22	79
Pemberville	113	5	17
Perrysburg-Way	149	30	124
Port Clinton-Ida Rupp	67	12	64
Rossford	90	31	131
Sandusky	125	6	27
Swanton	44	3	35
Tiffin-Seneca	100	13	52
Vermilion	6	1	23
Wauseon	270	7	35
Wayne	26	7	25
Weston	27	1	15
Willard	33	2	11
TOTAL	2750	642	2718

APPENDIX IIIc

1975 NORWELD REFERENCE QUESTION STATISTICS

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1975 Total
Questions Asked	761	636	640	710	2747
Questions Answered	702	585	578	663	2528
Questions Partially Answered	16	9	8	13	46
Questions Unanswered	43	39	25	34	141
Questions Referred	2	4	2	0	8
Answered by Books	957	770	760	969	3456
Answered by Photocopy	111	100	123	140	474
Number of Pages	540	574	619	620	2353
Answered by Telephone	64	79	46	86	275
Answered by Letter	35	49	43	29	156

APPENDIX IVa

NORWELD 16MM FILM PROGRAMS - 1975

Film Program	Number of Library Programs	Number in Attendance
Charlotte's Web	19	4494
Naughty Marietta	4	192
Dracula	5	889
Jumbo	5	452
Day the Earth Stood Still	6	513
Flicka	13	1875
Night at the Opera	13	625
Cartoon Parade	18	1318
Challenge to Lassie	15	1613
Flipper	17	2018
Tom Thumb	19	1914
Willy Wonka & the Chocolate Factory	25	3315
Lost Continent	7	306
Ring of Bright Water	16	1170
Family Jewels	12	1864
Thirty Years of Fun	10	537
Shoemaker & the Elves: Pogo's Birthday	19	1637
TOTAL	223	24,732

APPENDIX IVb

1975 NORWELD SUPER 8 CIRCULATION REPORT

East Circuit	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1975 Total
Woodville	0	0	29	19	48
Harris-Elmore	32	54	77	18	181
Genoa	0	0	76	60	136
Oak Harbor	60	34	64	50	208
Ida Rupp-Port Clinton	85	67	68	113	333
Library Assn. of Sandusky	54	48	107	90	299
Huron	133	108	151	130	522
Vermilion	0	45	167	178	390
Berlin Heights	0	25	50	54	129
Milan	64	84	135	150	433
Norwalk	104	58	120	148	430
Bellevue	42	25	67	102	236
Clyde	101	89	221	245	656
Willard	0	36	40	37	113
Tiffin-Seneca	83	71	95	137	386
Green Springs	0	0	23	7	30
Birchard-Fremont	37	37	138	99	311
West Circuit					
Stony Ridge	0	0	34	53	87
Paulding	96	66	123	86	371
Pemberville	39	32	62	64	197
Wood County-Bowling Green	0	43	143	152	338
North Baltimore	117	81	100	124	422
Findlay-Hancock	0	0	94	117	211
McComb	66	59	95	132	352
Patrick Henry-Deshler	105	56	113	100	374
Liberty Center	0	61	21	31	113
Defiance	97	65	107	146	415
Johnson-Hicksville	0	17	72	97	186
Normal-Fayette	0	0	16	0	16
McLaughlin-Archbold	46	34	32	34	146
Wauseon	70	47	92	124	333
Delta	43	33	87	86	249
Swanton	0	0	121	116	237
Metamora	0	0	50	23	73
Rossford	52	55	90	94	291
Way-Perrysburg	93	79	110	99	381
TOTAL	1619	1509	3190	3315	9633

APPENDIX IVc

Materials Purchased with 1975 Media Collection Development Grants

	Records	Cassettes & 8 Tracks	Film-strips	Framed Art	Micro-film
Archbold-McLaughlin	90		6	12	
Bellevue	158		11		
Bloomville-Bliss		52			17
Bowling Gn.-Wood	209	27			
Clyde	42	108			
Defiance	140	69			
Delta	3	76	36		
Deshler-Pat. Henry	19	6	17		
Elmore-Harris	66				40
Fayette-Normal		3		14	
Findlay-Hancock	220				
Fostoria-Kaubisch					28
Fremont-Birchard	29			9	
Huron	80	37	4		
Liberty Center	56				16
McComb	21				22
Metamora				11	17
Milan				27	
N. Baltimore	55			22	
Norwalk	9			14	
Oak Harbor	154				
Paulding	23				22
Pemberville			16		19
Perrysburg-Way		30		2 sets	
Pt. Clinton-Ida Rupp	99	4	5		
Rossford	131	52	3		
Sandusky	34	34	1	10	
Swanton	76	14		5	
Tiffin	38	2	10		
Vermilion	13	99	5		
Wauseon	155	59			
Wayne	30		6		9
Weston	4	3	26		9
Willard	69		14		
TOTALS	2023	675	160	126	199

APPENDIX IVc (cont.)

PLEASE NOTE:

Other materials purchased with 1975 Media Collection Development Grant money included the following:

Bicentennial multimedia kit (5)
A/V supplies (3)
Slides (2)
Maps (1)
Flags (1)
Sculpture (1)
Puzzles & learning games (1)
Posters (5)

It was impossible from the information at hand to break down sets of records, tapes, filmstrips, and framed art into their component parts. Thus, for example, where there may have been counted 1 filmstrip, it might actually have been a set consisting of anywhere from two to a dozen individual filmstrips plus records or cassettes. Thus, the figures above should be taken as close approximations of what was purchased with the grants--at most, the figures represent minimum numbers of items added to strengthen the media resources of NORWELD libraries.